



KSHB-TV

ORDER

Print Date 08/16/12 Page 1 of 3

Flight Dates **08/06/12-08/26/12**

Contract / Revision **306466 /**
Original Date / Revision
 08/16/12 08/16/12
Advertiser **KCRTA**

Agency **R & R Partners**
Buying Contact

**4150 N Drinkwater Boulevard - Suit
 Scottsdale, AZ 85251**

Product
Kansas City Regional Transit Allia
Agency Com 15%
Billing Contact
**900 S Pavilion Center Drive
 Las Vegas, NV 89144**

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **570-301**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	62	\$31,790.00	\$37,400.00	0.00	07/30/12	08/26/12	62	\$31,790.00	\$37,400.00
Totals	62	\$31,790.00	\$37,400.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	08/06/12	08/24/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	3	\$150.00	P-2	0.00 NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--		3			\$150.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--		3			\$150.00		0.00			
Week:		08/20/12	08/26/12	MTWTF--		3			\$150.00		0.00			
2	KSHB	08/13/12	08/24/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	3	\$375.00	P-2	0.00 NM	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--		3			\$375.00		0.00			
Week:		08/20/12	08/26/12	MTWTF--		3			\$375.00		0.00			
3	KSHB	08/13/12	08/24/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	3	\$450.00	P-2	0.00 NM	6	\$2,700.00



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Contract / Revision **306466** Flight Dates **08/06/12-08/26/12**

Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:20:00

Advertiser **KCRTA**

Product **Kansas City Regional Trans** Estimate # **570-301**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
3	KSHB	08/13/12	08/24/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	3	\$450.00	P-2	0.00 NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/13/12	08/19/12	MTWTF--		3				\$450.00		0.00		
	Week:	08/20/12	08/26/12	MTWTF--		3				\$450.00		0.00		
4	KSHB	08/11/12	08/25/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$250.00	P-1	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/06/12	08/12/12	-----S-		1				\$250.00		0.00		
	Week:	08/13/12	08/19/12	-----S-		1				\$250.00		0.00		
	Week:	08/20/12	08/26/12	-----S-		1				\$250.00		0.00		
E 5	KSHB	08/12/12	08/26/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$100.00	P-2	0.00 NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/06/12	08/12/12	-----S		1				\$100.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	KSHB	08/06/12-08/12/12	Sun 630-7a		Sun 630-7a	-----Su	:30		(\$100.00)		0.00 NM		
	See MG 5.4 [PGM CHG/ OLYMPICS]													
	4	KSHB	08/19/12-08/19/12	Sun 630-7a		Sun 630-7a	-----Su	:30		\$100.00		0.00 NM		
	Ⓜ MG for 5.1 08/12													
	Week:	08/13/12	08/19/12	-----S		1				\$100.00		0.00		
	Week:	08/20/12	08/26/12	-----S		1				\$100.00		0.00		
E 6	KSHB	08/12/12	08/26/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/06/12	08/12/12	-----S		1				\$250.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	KSHB	08/06/12-08/12/12	Su Today Show		7-8a	-----Su	:30		(\$250.00)		0.00 NM		
	See MG 6.4 [PGM CHG/ OLYMPICS]													
	4	KSHB	08/19/12-08/19/12	Sun 8-9a		8-9a	-----Su	:30		\$250.00		0.00 NM		
	Ⓜ MG for 6.1 08/12													
	Week:	08/13/12	08/19/12	-----S		1				\$250.00		0.00		
	Week:	08/20/12	08/26/12	-----S		1				\$250.00		0.00		
7	KSHB	08/12/12	08/26/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$500.00	P-3	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/06/12	08/12/12	-----S		1				\$500.00		0.00		
	Week:	08/13/12	08/19/12	-----S		1				\$500.00		0.00		
	Week:	08/20/12	08/26/12	-----S		1				\$500.00		0.00		
8	KSHB	08/13/12	08/24/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	3	\$800.00	P-2	0.00 NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/13/12	08/19/12	MTWTF--		3				\$800.00		0.00		
	Week:	08/20/12	08/26/12	MTWTF--		3				\$800.00		0.00		
9	KSHB	08/13/12	08/24/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	08/13/12	08/19/12	MTWTF--		4				\$900.00		0.00		
	Week:	08/20/12	08/26/12	MTWTF--		4				\$900.00		0.00		
10	KSHB	08/06/12	08/12/12	Oly Prime M-Su Olympic Prime	CM	Various	MTWTFSS	:30	1	\$6,000.00	P-1	0.00 NM	1	\$6,000.00



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Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:20:00

Advertiser **KCRTA**

Product **Kansas City Regional Trans** Estimate # **570-301**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	KSHB	08/06/12	08/12/12	Oly Prime M-Su Olympic Prime	CM	Various	MTWTFSS	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTFSS			1			\$6,000.00		0.00			
11	KSHB	08/06/12	08/12/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--			3			\$500.00		0.00			
12	KSHB	08/06/12	08/12/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--			3			\$600.00		0.00			
13	KSHB	08/06/12	08/12/12	M-Su Late News Olympics Late News	CM	10-1035p M-F/10-1M	MTWTFSS	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTFSS			3			\$1,500.00		0.00			
14	KSHB	08/06/12	08/10/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--			1			\$1,100.00		0.00			
E 15	KSHB	08/11/12	08/11/12	Sa 1030p-12a Saturday Night Live	CM	1030p-12a	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-			1			\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	08/06/12-08/12/12		Sa 1030p-12a		1030p-12a	-----Sa--	:30		(\$700.00)		0.00	NM		
See MG 15.2															
[SNL PREEMPTED DUE TO OLYMPICS]															
2	KSHB	08/18/12-08/18/12		Sa 1030p-12a		1030p-12a	-----Sa--	:30		\$700.00		0.00	NM		
Ⓜ MG for 15.1 08/11															
16	KSHB	08/06/12	08/10/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--			1			\$150.00		0.00			
17	KSHB	08/06/12	08/10/12	M-Su 4a-5a M-Su 4-5a	CM	4-5a	MTWTF--	:30	2	\$25.00	P-3	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--			2			\$25.00		0.00			
Totals														62	\$37,400.00